

zone 7



THE CHICAGO TERRITORY

The World's Greatest Newspaper and your 1922 sales

WHEN we began this campaign of full pages directed to Eastern Manufacturers, our advertising counsel proposed that we omit the words "World's Greatest Newspaper" from our copy. They said that conservative Easterners would consider it too boastful, too western, and might be antagonized by it.

Probably the phrase is typically "western." The Chicago Tribune is of the West and for the West—an institution permeated with three generations of the best western traditions. And Eastern manufacturers surely realize that what they need to win the rich western market is a thoroughly western medium. Throughout the Central West we are called "The W. G. N." as much as we are called "The Chicago Tribune," and westerners are proud that their section has developed such a leader of world journalism. The phrase forms an inseparable part of our name and it would be going back on the home folks not to use it.

You may call the statement "boastful," but when you do, remember that we who make The Chicago Tribune, sixteen hundred of us, believe it, and the circulation and prestige of The Tribune, its power to sell your goods, are products of our sincere conviction that everything we do must be worthy of the world's greatest newspaper.

Achievements are limited or expanded by aims, ambitions, ideals. If you invest in Chicago Tribune advertising space you should rejoice that under such a high slogan it can never pause, but must incessantly strive for

new triumphs in every phase of newspaper making—in local news, in illustration, in foreign news, in features, in service, in circulation, in editorials, in typography, in want advertising, in local advertising, in national advertising.

We might sustain our slogan by telling of The Tribune's great foreign news service, to buy reports from which twenty-six American newspapers maintain leased wires into our Chicago office. Or we might discuss The Tribune's pace-making departments of service which received more than 300,000 letters from readers last year. We might dwell on The Tribune's circulation of more than 500,000 each week day and more than 800,000 each Sunday. But what you, as a manufacturer, want to know is: "What can The Chicago Tribune do for me to make me recognize it as the world's greatest newspaper?"

FIRST, The Chicago Tribune offers you in Zone 7 a peerless market—millions of literate, receptive, able-to-buy people. SECOND, The Tribune offers you space in a medium which wields commanding influence in that market.

THIRD, The Tribune offers you a highly organized system for utilizing that space in the production of profitable sales. We are willing that your judgment of The Tribune should be based on its ability to make profitable sales for any product suited to general advertising in its territory.

"Profitable" sales, mind you! The Tribune realized several years ago that its advertising revenues could grow only as the space sold made

money for those who bought it. After considerable study, The Tribune announced that it was prepared to live up to the following policy under which it offered space to advertisers:

"The Tribune considers it a waste of money to advertise a product distributed through the retail and jobbing trade until that trade has been supplied with the merchandise to take care of the consumer demand when created."

Ever since then Tribune advertising has been inseparably bound up with the profitable selling of merchandise, and advertising revenues have not only increased but have multiplied. To live up to the policy stated above, The Tribune has spent hundreds of thousands of dollars in research work and in building up a merchandising service.

Every man now engaged in the sale of Chicago Tribune space to national advertisers has had actual experience in the marketing of varied products in the Chicago market—has actively directed successful sales campaigns among Chicago retailers and wholesalers in various lines.

A number of these men are now calling on Eastern manufacturers from our New York office. By mail, by telegraph or by telephone, you can summon one of them to your office for a businesslike discussion of the possibilities of increasing the sale of your product in The Chicago Territory in 1922. For action address *Eastern Advertising Office of The Chicago Tribune, 512 Fifth Avenue, New York.*



An example of the effectiveness of advertising in The Chicago Tribune

FIFTEEN YEARS ago Maurice L. Rothschild picked out a corner location on the greatest shopping street in the world, secured a well advertised line of men's clothing, and set out to make a name for himself as a merchant in a city already famous for its great merchants.

He brought the public into his store, and converted strangers into customers and friends by telling his story in The Chicago Tribune on the day he opened his doors. Since then he has added thousands of chapters to that story.

Maurice L. Rothschild has advertised in The Tribune every day since his great clothing store opened. Last year The Tribune carried 367,170 lines, leading every other newspaper, and this year The Tribune lineage is being increased.

"We have had the biggest business we have ever had," said David Mayer, general manager of Maurice L. Rothschild. "We are giving you more lineage this year than last. There ought to be as big an increase this year as there was last over the year before."

Maurice L. Rothschild's busy store is a monument to the policy of keeping up advertising incessantly and increasing it to smashing blows when sales are most needed. The Chicago Tribune is proud of having been selected by Maurice L. Rothschild as the backbone of his advertising efforts.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The Tribune's Book of Facts on Markets and Merchandising will be sent to any selling organization requesting it on business stationery. Address our Eastern Advertising Offices, 512 Fifth Avenue, New York